

BRONX RENTS DROP AS NEW HOMES RISE UNDER EXEMPTION

Instead of Planned Increases
Oct. 1, Inducements to Ten-
ants Are Offered.

The "gouge" that the "sky-the-limit" landlords had planned for Oct. 1 is not to be realized in the Bronx. All hope for another raid upon the pockets of the rent payers vanished completely during the past few weeks when one by one the homes planned and built under the advantages of the Tax Exemption Law, passed at the instigation of The Evening World last February, reached a completed stage and became available as homes.

Not only has the danger of new rent increases been evaded but in addition the peak in rent charges has been passed. This is evident in all the high class residential sections of the Bronx, where present vacancies are being offered at rents lower than were asked several months ago. In addition to the reduction, an Evening World reporter found several houses where further inducement was offered in the way of redecoration of the vacant apartment, something the owners would not hear of several months back.

A survey of the Grand Concourse and Boulevard, probably the best residential street in the Bronx, tells the story of the break in rent prices. Here, during the height of the short-

age, vacant apartments found eager renters at prices ranging from \$25 to \$30 a room. Now there are numbers of apartments available on this street at \$22 a room and many as low as \$18. These are due for a further slump, in the opinion of several realty operators, when the string of new apartments now being erected on the Concourse and on Creston and other adjoining avenues are completed.

Reports filed in the office of Patrick J. Reville, Superintendent of Building in the Bronx, indicate that all these houses will be completed before the middle of November, while a majority of them will be available sooner.

"You can see the slump starting now," said Supt. Reville. "The new buildings will all be grabbed up by tenants. The ones who will suffer are the owners of the present high rent apartments there, which have been high for some time. People are discovering they can get new apartments for the same rent and are taking them. This is responsible for the great number of vacancies that are found on the Concourse now. The law of supply and demand will force them to gradually reduce until the comparatively old structures on the Concourse are again renting for from \$12 to \$15 per room."

An Evening World reporter toured the Concourse yesterday. From 165th Street to well up beyond Fordham Road there is now after row of fine apartment houses. There is scarcely a group that has not at least one vacancy, and many of them have three and four empty apartments. In the house near 180th Street, where the game reporter inquired some months ago about rooms, there is a four and a five room apartment for rent. Eighty-five dollars is asked for the four rooms and complete decorating is promised. In the same house last May the four rooms were \$100.

Advocates Funding by U. S. of the

MAYOR OF PATERSON, N. J., ILL WITH APPENDICITIS.

Stricken as He is About to Enter Campaign.

Mayor Van Noort of Paterson is seriously ill from appendicitis in St. Joseph's Hospital in Paterson. He collapsed at his office in the City Hall Saturday and returning home, summoned Dr. Frank Donohue of this city.

Dr. Andrew S. McBridge, former Mayor of Paterson, was also summoned. An operation was performed at the hospital yesterday. Mayor Van Noort, who is himself a physician, had planned to take an active part in the election campaign after to-morrow's primaries, but it will be at least four or five weeks before he can do any active campaigning.

Cocoon Oil Makes A Splendid Shampoo

If you want to keep your hair in good condition, be careful what you wash it with.

Most soaps and prepared shampoos contain too much alkali. This dries the scalp, makes the hair brittle, and is very harmful. Multisified coconut oil shampoo (which is pure and entirely greaseless) is much better than anything else you can use for shampooing as this can't possibly injure the hair.

Simply moisten your hair with water and rub it in. One or two teaspoonsful of Multisified will make an abundance of rich, creamy lather, and cleanses the hair and scalp thoroughly. The lather rinses out easily, and removes every particle of dust, dirt, dandruff and excessive oil. The hair dries quickly and evenly, and it leaves it fine and silky, bright, fluffy and easy to manage.

You can get Multisified coconut oil shampoo at most any drug store. It is very cheap, and a few ounces is enough to last everyone in the family for months. Be sure your druggist gives you Multisified.

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ing. He is unopposed as a candidate for the Democratic nomination.



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Thousands upon thousands could tell you how Poslam and Poslam Soap acted quickly and surely on their tormenting eruptions, stopping itching right away, and speedily restoring skin health.

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Hours 9 A. M. to 6 P. M. Daily

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There is one sure way that never fails to remove dandruff completely and that is to dissolve it. This destroys it entirely. To do this, just get about four ounces of plain, ordinary liquid arvon; apply it at night when retiring; use enough to moisten the scalp and rub it in gently with the finger tips.

By morning most if not all of your dandruff will be gone, and three or four more applications will completely dissolve and entirely destroy every single sign and trace of it, no matter how much dandruff you may have.

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Fels Naptha	5 Cakes 27c	Ivory Soap Flakes	Pkg 9c
Octagon	5 Cakes 27c	Grandma's Washing Powder	17c
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SARDINES

In Oil	3 Cans 10c	SALMON	Pink Alaska	A Can 10c	SALMON	Red Alaska	Tall Can 25c	SARDINES	Norwegian Smoked	A Can 12½c
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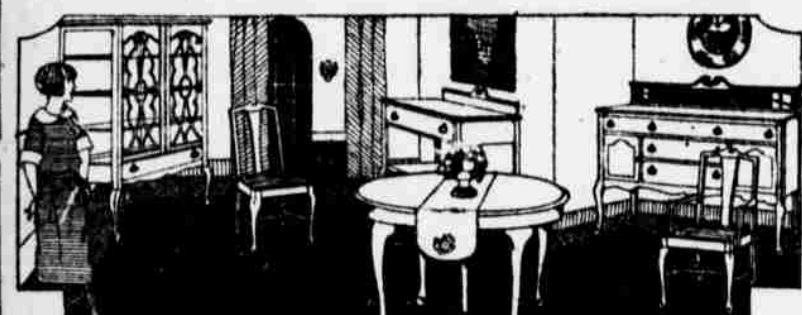
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Mottled Velvet Stair Carpet for Stairs & Hall Runners, 27 in.	" 2.75 yd.	" 1.85
Rug Border, 36 inches.	" 1.05 "	" .85
Inlaid Linoleum.	" 2.25 "	" 1.85
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